

*Wells, Rich, Greene, Inc./67 Fifth Avenue/ New York, NY 10022/ Plaza 8-4300*

TO: Karen Eisen

cc: R. Cohen  
B. Bradford

FROM: Michael Wolff

DATE: October 15, 1985

RE: Proposal For Benson & Hedges Qualitative Research  
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Attached are four copies of our proposal for the Benson & Hedges one-to-ones scheduled for tomorrow in Greenwich and for Friday in Tampa.

Directions from New York to the Greenwich Opinion Center are also attached.

Richard, Bill and I will be attending the Greenwich interviews, and either Bill or I will be going to Tampa.

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